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The stations at CNYCentral's commitment to the community include undertaking age-appropriate experiences and enrichment for Central New York children.

Over the holidays, there is a staff-wide effort at helping The Christmas Bureau ensure that needy children and families in the area have toys, and enough to eat.

We are the media sponsors for Toys for Tots, and work to encourage the community (and our business partners) to bring new, unwrapped toys for the Marines's effort.

We are also heavily involved with the Salvation Army's efforts at collecting food—we encourage others, especially school groups to do drives. Staffers also 'rang the bell' for kettle drives at the area's large mall, to encourage holiday giving, and staffers from all parts of the operation were involved in 'Drop Off Day' as schools and businesses dropped off what they'd collected---our message, thanks for helping the needy and for 'paying it forward' to help the community.

We also participate in college career fairs (including SUNY Oswego in October) and job shadows for high school students who are looking to explore careers in broadcasting. We 'mentor' college students who intern to get a better understanding of workplace ethics and broadcast careers (2 producing interns, 1 reporting intern and 5 sports interns in the fall semester).

Regular on-air news features that emphasize positives for young people include 'I Challenge Niko' which spotlights viewers, primarily young people, who want to showcase their skills by matching them against our sports director. 'Player of the Week' focuses on an athlete who also serves as a role model with academic skills and services to the community. 'Focus on Family' (Tuesdays 5pm) has a strong emphasis on parenting skills and successes.

As we do tours of the facility, including to scouts and school groups, we show that the job of broadcasting is much more than an on-camera skill. Team efforts, work ethic and a love of reading and knowledge are also part of job-readiness.

Staffers are also involved, as individuals: one has a therapy dog who regularly visits pre-K children, to encourage learning and goal-setting. Several also serve on boards, including for organizations which provide sports opportunities to young people with disabilities, and the Syracuse Salvation Army, which has extensive educational, enrichment and sheltering programs for young people.